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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2435

Nov. 3, 1989

WE'RE ADDING NEARLY a billion people to the earth's population every decade, Secretary of Agriculture Clayton Yeutter said recently. Can we feed those people and, at the same time, improve living conditions for the people already struggling for a better life? To meet this challenge, Yeutter says, we must make vast investments in education, research and training. We must also commit ourselves to preserve a healthy, life-sustaining environment; find a solution to Third World debt; and recognize that the poorest nations can least afford cleaner manufacturing methods, emission controls and safe disposal of toxic wastes. The poorest farmers are the ones forced to farm fragile and erodible land. Yeutter spoke to the United Nations in a World Food Day speech. Contact: Kelly Shipp (202) 447-4623.

1990 FARM BILL ISSUES -- Because the Bush Administration, farmers, Congress and many ag trade groups appear to approve of the stronger market orientation of the Food Security Act of 1985, it's likely the 1990 farm bill will be even more market oriented, says USDA Economist Harry Baumes in the October issue of Agricultural Outlook. However, Baumes says, there are a number of issues to be debated before a new act is approved: the budget and GATT; supports; food reserves; food safety & environment; and rural development. For a copy of the October issue, call (202) 786-1494 (media only, please). USDA Contact: Harry Baumes (202) 786-1689.

FROZEN CONCENTRATED MILK? Since there was already frozen concentrated orange juice and lemonade, why not try milk? Thus, USDA Research Food Technologist George N. Bookwalter, developed frozen concentrated milk. The new product that can be pulled from the freezer is just one of 35 inventions patented in the last fiscal year by USDA. Contact: Ann Whitehead (301) 344-2786.

FOOD BY TRUCK -- USDA has three new "tip sheets" with guidelines for preventing contamination of food transported in trucks. One addresses sanitation for transport vehicles; another addresses construction materials; and the third looks at regulations. Get copies of the tip sheets by calling (202) 653-6317. Contact: Larry Mark (202) 447-3977.

STORING FARM EQUIPMENT -- There are some things farmers shouldn't forget when storing farm equipment after harvest, says University of Georgia Extension Service Engineer Bob Tyson. These include checking antifreeze in engines and putting calcium chloride in tires that have water. Tyson says it's important to store the equipment soon after harvest because you know what parts were giving you problems and can make a repair list. Contact: Fred Neilson (404) 542-8929.

NO-CALORIE FLOUR -- Chocolate cupcakes with fewer calories? They may be available soon. Two commercial companies are getting ready to produce a no-calorie, high-fiber flour from a recipe stirred up by USDA scientists. Du Pont Co., Wilmington, Del., and Mt. Pulaski Products, Inc., Mt. Pulaski, Ill., have been licensed to produce the flour, which will probably be used in fiber-rich bread, cookies, cakes, crackers, doughnuts and other foods. Contact: J. Michael Gould (309) 685-4011.

NET WORTH -- Were you on the list? You know, the one identifying the 100 richest people in America. Didn't make the list? Neither did we. But Deborah B. Maes, an extension educator at the University of New Hampshire, says you should know what you're worth financially. "Net worth should be calculated at least once a year or the beginning of a new stage or change in your life," Maes says. Contact: Holly Y. Ayer (603) 862-1498.

ITALIANS OPEN TO U.S. FOOD PRODUCTS -- More than ever before, Italians are open to high quality, novel and innovative food products, according to the October AgExporter magazine. Ten years ago, an Italian shopping for dinner would stop by the local macelleria for meat, the panetteria for bread and the frutteria for fruits and vegetables. Today, the Italian shopper is more like to stop at the neighborhood supermercato -- and the list might include U.S. walnuts, prunes, grapefruit and corn oil. Contact: Lynn Goldsbrough (202) 382-9442.

4-H HELPS HUGO RELIEF -- Under a new 4-H program, 4-H'ers in 26 states will adopt a South Carolina county ravished by Hurricane Hugo. The 4-H'ers will provide relief materials and moral support to 4-H'ers in their adopted county, says Glen Krohn, the Clemson University 4-H director who will coordinate the program. Contact: Glen Krohn (803) 656-2414.

GREAT PUMPKIN -- Competitive pumpkin growing has become an awesome sport, the Washington Post reported recently. This year's winner was 755 pounds and more than 12 feet around. According to Unofficial Pumpkin King Howard Dill (who will sell you six seeds from a 400-pound-plus parent for \$5), competitive pumpkin plants need about five gallons of water a day, plus a lot of attention. Dill says a pumpkin can add two inches to its waistline in a single night, when, Dill says, pumpkins do most of their growing. Contact: Howard Dill (902) 798-2728.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1691 -- There are dozens of ways you can save money at the supermarket and Brenda Curtis talks about those ways with an expert on the subject. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1173 -- Vegetable trends; the ideal fast food place; are perishable foods "on sale" really a good deal? Preserving old growth forests; truckers get advice on hauling food items. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1680 --USDA News Highlights; screwworm eradication; Thailand export opportunities; U.S. peanut exports rising; conservation compliance report. (Weekly reel of news features.)

NEWS FEATURE FIVE #1244 -- Weight loss studied; quack grass & legumes; slug slugging compound; fungal weed killer; unlikely herbicide. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Wed., Nov. 8, vegetable outlook; Thurs., Nov. 9, U.S. crop production, Soviet grain outlook, world ag supply & demand; Mon., Nov. 13, world food needs, world oilseed situation, world cotton situation, world ag/grain situation; Tues., Nov. 14, farm labor report, livestock/poultry outlook, crop/weather update; Thurs., Nov. 16, milk production.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.
Material changed at 5 p.m. EST each working day.

FROM OUR TELEVISION NEWS SERVICE

USDA TV NEWS SERVICE (Nov. 2, 4 & 6) -- Norton Strommen, USDA crop & weather analyst, on the 1989 soybean harvest & this year's cotton crop; Greg Gajewski, USDA economist, on farmland values & ag reforms in Poland; Granville Frye, of USDA's Animal & Plant Health Inspection Service on changes in swine identification procedures.

FEATURES: Debbie Janifer reports on catfish farming & the maturing aquaculture industry; Lisa Telder reports on a disease-resistant chicken being developed by USDA and on educating farmers about pesticides & crop yields; Gary Beaumont on the increase in ag jobs as the number of farmers declines.

NEXT WEEK: Lynn Wyvill on U.S. wine production; Debbie Janifer with a dairy update; Pat O'Leary with information for small scale farmers.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY 7:30-7:45 p.m., EST, Transponder 12D
SATURDAY 10:30-11:15 a.m., EST, Transponder 10D
MONDAY 8:30-9:15 a.m., EST, Transponder 12D
(Repeat of Saturday transmission)

OFFMIKE

CENTENNIAL...of North Dakota and South Dakota was held Nov. 2. Jim Thoreson (KWAT, Watertown, S.D.) says his station had extensive coverage, including a visit by Gov. George Mickelson and state cabinet members. Harvest has been completed and yields of corn and soybeans in the southeastern third of the state have been better than expected. Seven weeks of dryness speeded harvest but has resulted in wilted grass. Jim says rain is needed before hard freeze arrives.

SOVIET...delegation tour was covered by Mike Dain (MidAmerica Ag Network, Wichita, Kans.). Group included ten members of the Supreme Soviet. They visited agricultural facilities such as farms and grain elevators. Mike says they also stopped by old "Boot Hill" and the Longbranch in Dodge City. Soybean and milo harvests are about completed. Wheat is experiencing spotty emergence problems due to very dry conditions in the western portions of the state.

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Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

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WHAT...a challenge, says Colleen Callahan (WMBD, Peoria Ill.), to feed a family of four on \$11 a day. She was one of a group of participants, two of whom were congressional aides, who were challenged to plan nutritionally balanced meals for two adults and two children, and purchase the ingredients at a local supermarket. Everyone met the monetary limit, but Colleen was the only one of the group to also have 100 percent nutritionally sound meals. She says the exercise created insight and made interesting stories on radio and TV.

EXPANSION...of news programming underway at WBTW-TV, Myrtle Beach, S.C., with new half-hour at 6:30 a.m. and noon weekdays. Producer Elaine Lucadano (803) 293-1301 is booking guests for the programs.

A handwritten signature in cursive script, appearing to read "Vic Powell".

VIC POWELL
Chief, Radio-TV Division